
BUSINESS COMMUNICATION – I

Course Objectives:

1. To provide an overview of prerequisites to Business Communication.
2. To put in use the correct practices of effective business writing

Learning Outcomes:

On successful completion of the course the learner will be able to

1. Hone their writing skills as they are exposed to writing which are different than the creative writing.
2. Understand the purpose of writing in a formal language and how it is different from creative writing.

Detailed Syllabus:

Unit 1: Nature and process of communication types and forms	(1L)
Unit 2: Types of business letters sending quotations, placing orders	(2L)
Unit 3: Sales letters, writing of notices of annual general meetings	(2L)
Unit 4: Drafting of minutes	(1L)
Unit 5: Writing of job application letters, preparing the resume	(1L)
Unit 6: Notices of clubs and societies	(1L)
Unit 7: Unseen precis writing	(1L)
Unit 8: Unseen substance writing with a critical note prose passages only.	(1L)

References:

1. Bonee and Thill – Business Communication Essentials
2. Wren and Martin
3. Commercial English – K K Sinha
4. Shirley Taylor – Communication for Business
5. Secretarial Practice – S Sengupta
6. Dona Young – Foundations of Business Communication
7. Mastering Business English – Orient Longman